

ABSTRACT

The present invention is directed to the use of xanthan gum, particularly heat treated xanthan gum, as a fixative in hair cosmetic compositions. Xanthan gum is advantageous in that it may be used with other hair fixatives and provides rheology modifying and other
5 properties including excellent stiffness, gloss, dry comb, wet comb, non-flake, anti-static, feel and high humidity curl retention.